

ABSTRACT OF THE DISCLOSURE

A user preference information structure having a multiple hierarchical structure in which an information is provided to a user according to a user preference in a multi-media environment consisting of an information provider and an information user, comprising

user use information by using information desired by the user; user preference information of information desired by the user; and individual user preference information that is differently set depending on situations in which the user is put and positioned in a sub-tree of the user preference information. The hierarchical data structure is able to provide the user preference for providing information desired by the user is provided depending on the environment, based on which various information can be provided. The hierarchical data structure constructing the user preference makes it possible for the user to receive information fitting the situation in which he or she is put by using a proper individual user preference information, automatically or according to user's selection.